

Addendum No.1, IFB# 14-69



CITY OF SOMERVILLE, MASSACHUSETTS Department of Purchasing JOSEPH A. CURTATONE MAYOR

To: Prospective bidders IFB# 14-69, SPL Branding

From: Alex Nosnik, Assistant Director, Purchasing

Date: February 20, 2014

Re: Response to Questions

Addendum No. 1 to IFB# 14-69

The City is issuing this addendum to IFB# 14-69, SPL Branding, to provide additional information:

****PLEASE BE SURE TO ACKNOWLEDGE THIS ADDENDUM ON BID PRICING PAGE****

A. Answers to Questions

1. "Defining the term "brand." In places of the RFP the term "brand" seems to be used interchangeably with what we might think of as a "logo," in other places it's used to describe a more holistic brand effort. Can you be more specific regarding the end deliverables? Are you seeking brand strategy, messaging, positioning, and/or research are part of this engagement?"

A: Visual identity in the form of a logo.

2. "On page 19, the second deliverable is 3 drafts of brand options in b&w and color. I assume this means 3 potential logo options. Is that correct?"

A: Yes.

3. "Page 16 asks for logos with taglines. Will Somerville Library provide those taglines or is tagline development part of this engagement?"

A: Yes.

4. "Page 19 lists the kick-off meeting and the first deliverable on the same day. Is this correct?"

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A: This is not correct. The kick-off meeting shall be held in the first week of March, soon after signing the contract.

5. “Page 19 has the project completed in under 1 month. Is this correct? Page 17, section 4.5 says the engagement will run from 3/1 through 5/30.”

A: One month from contracted start is correct. There is a possibility that the consultant’s work could continue.

6. “On page 16, item 4.4, can you clarify the requirement for experience in "grant writing" and "education reform/achievement gap". I'm unclear on how these relate to the design deliverables.”

A: The information listed in section 4.4 was included erroneously. See **Section B** below.

7. “The RFP suggests that the brand team will consult/collaborate with the web design team. Can you confirm the role the web team will play? Will they consult? Be active design team members including file sharing?

A: Web team representatives will be part of the kick off meeting and will weigh in on the design options.

8. Does Somerville Public Library have a preferred delivery method for the brand guidelines—PDF vs. CMS micro-site?

A: PDF and word (for updating)

9. “What does Somerville Public Library know needs to be included here? Do you imagine the scale of this to be 4 pages or 40 pages?”

A: Concise, however, to cover the basics of: Print and web guidelines including logo variations, space and alignment, colors, typography, headers and navigation, social media, email templates and signatures, device-optimized design, use of photography, video. The kick-off meeting and communications with the director and website project manager will be important to developing these guidelines.

10. “Is preference given to firms in Massachusetts?”

A: No.

11. “Is there a defined budget?”

A: No.

B. Clarifications

1. Delete the following section from the RFQF:

“4.4 Vendor Personnel

The Vendor shall be, or provide an individual who has the qualifications and knowledge of the below bullets.

- Grant writing and proposal response

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- Experience in the field of private foundations, urban education, education reform, and issues pertaining to the achievement gap strongly preferred.
- Exceptional research, organization and time management skills
- Excellent oral and written communication skills
- Demonstrated understanding of how external factors contribute to academic success
- Ability to work either on a team or in an individual setting”

And replace with:

“4.4 Vendor Personnel

The Vendor shall be, or provide an individual who has the qualifications and knowledge of the below bullets.

- Brand development and graphic design.
- Experience working with municipalities such as Somerville and/or other public organizations on brand development (like museums).”